

PHILIP MORRIS COMPANIES INC.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: D. Keane
FROM: Karen Miller
SUBJECT: "Slims" Association

DATE: January 26, 1988

Per your request, we are planning to ask 100/120mm women smokers the following question as part of the Continuous Tracking Study:

"When you hear the name Slims what brand of cigarettes comes to mind?"

In order to insure a representative sample of women, we will have one supplier ask the question over a two week period in February. This should yield responses among approximately 150 women 100/120mm smokers.

This question would be asked at the beginning of the interview, after determining the respondent's current brand but prior to any questions on previous brand, alternate brand usage, shopping behavior, etc.

Please let me know if we should proceed with this plan.

Karen Miller

KM/sl
cc: H. Foster
J. Isaacs
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